

MVP/NY INTERACTIVE package



DOUBLE YOUR EXPOSURE: Two Sites for the Price of One!

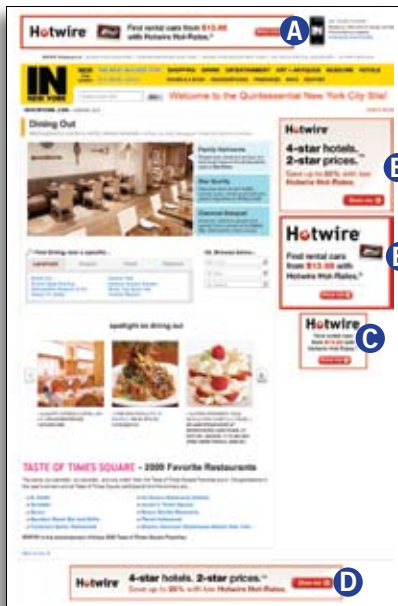
Your interactive combo ad will be shared by **innewyork.com** and **wheretraveler.com**, providing deeper penetration and diversifying your exposure! Both sites offer five large, bold display ad units (3 of 5 above the fold), high share of page exposure yielding high click-through rates and ability to use rich media to direct a call to action.

INNEWYORK.COM Web/Mobile Features:

- **RICH EDITORIAL:** Retail, Dining, Entertainment, Attractions, Art/Antiques, Museums and Hotels with in-the-know coverage of hot happenings, openings, behind-the-scenes news, trendy venues & services and more.
- **COMPREHENSIVE CUSTOMIZED LISTINGS** (searchable by category, area, etc.) with integrated “find nearby” function, dynamic mapping, photos, videos, and links to your site; proximity search by address, airport, hotel, landmark, etc.
- **NAVIGATE NYC** with downloadable subway, bus and street maps, neighborhood guides.
- **MOBILE TRAVEL TOOLS** including rental car & airline links, airport & weather info. Listings can be translated into 23 languages.

WHERETRAVELER.COM Web/Mobile Features:

- **UNIQUE EDITORIAL** covering Dining, Shopping, Entertainment, Art+Collectibles, Museums and Navigate (tours and transport), as well as comprehensive listings.
- **DYNAMIC MAPPING** and “find nearby” functions. Proximity search by address, airport, hotel and landmark shows listings within walking distance so visitors can plan every aspect of their trip.
- Site is **EASY TO SEARCH** & navigate.
- **MOBILE TOOLS** include currency converter, language translator, tip & split bill calculator and airport status application with security wait times and weather. Plus, translate listings into 23 languages right in the palm of your hand.



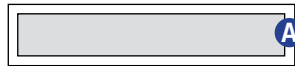
SUGGESTED WEB/MOBILE COMBO BUYS*

3-month plan	180,000 impressions	\$3,600
6-month plan	240,000 impressions	\$4,800
9-month plan	300,000 impressions	\$6,000

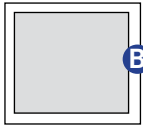
*Suggested amounts for Web & Mobile combos. Actual amounts can be tailored to your marketing goals.

SPECS:

WEB



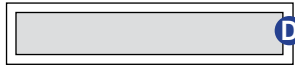
A Above the fold leaderboard



B Rectangle



C Thumb



D Below the fold leaderboard

SIZE:

DIMENSIONS:

728 X 90 px

300 X 250 px

180x150 px

728 X 90 px

- Max initial download file size: 50K
- Accepted file types: GIF, JPEG, PNG, SWF, Flash (15-sec looping or 3 loops, whichever comes first)
- 3rd party ad serving tags accepted
- Rich media guidelines:
 - User must initiate sound
 - Video can auto-load

MOBILE



E Above the fold leaderboard



F Below the fold leaderboard

320 X 40 px

320 X 40 px

- Max file weight: 12K
- Accepted file types: GIF (not animated), JPEG, PNG
- Up to four ad units will serve per page view

SENDING DIGITAL MATERIALS:

- Creative due 5 days before flight for testing and setup
- Please e-mail the ad as an attachment to: mvpweb@morris.com